

NOAA Education Council Meeting

Date/Time: April 20, 2016 / 1:00–4:00 pm
Location: SSMC3, Room 14836
Dial-in: 866.901.0711
Passcode: 8134683
Contact: Patrick Drupp (202) 482-9183, Symone Johnson (202) 482-3260

Adobe Connects Link to Meeting: <http://connectpro46305642.adobeconnect.com/edcouncil/>

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Attendance

Jon Lilley, Pat Drupp, Marissa Jones, Peg Steffan, Christos M., Bruce M., Ron Gird, Faith Borden, Kristen Jabonoski, Atziri Ibanez, Jen Hammond, Judy Koepsell, Lisa Hiruki-Raring, Frank Niepold, Sarah Schoedinger, Frances Bothfeld, John Baek, Carrie McDougall, Rochelle, Kerry Jones, Paula Keener, Jessica Cooper, Nina Jackson

DECISION: Council approves new format and timeline for the Accomplishments Report
DECISION: Council approves the list of people for the Web Advisory Committee.

AGENDA

- 1:00 Welcome/Opening remarks
- Sea Grant made it into the FY17 budget
 - Thanks to everyone who participated in Science and Engineering Festival
 - June Teisan - inducted into Teacher Hall of Fame at NSTA
 - The May Council meeting will be repurposed as a Goal 5 meeting.
 - VADM Devaney's final day is April 22nd. Ben Friedman will be coming on and is a friend of education.
- 1:15 Coastal Ecosystem Learning Center update (*Input Requested*) - Jon Lilley & Christos Michalopoulos (20 min presentation/ 20 min discussion)
- Office of Ed officially took over coordination in March 2015
 - Have good buy in from network members, strategic plan in places, priority areas identified, connection to NOAA is highly valued
 - Started in New England Aquarium in 1996, Rookery Bay was the last to join in 2013
 - 20-25 million visitors per year
 - Network is set up with education staff at the aquariums and the CEO of the aquariums (Executive Senior Committee)
 - Surveyed members of the network (20/25) about good things in the CELC:
 - Relationship with feds
 - Branding

- Raising ocean literacy awareness
 - Networking
 - Student programs
- Bad things
 - Vision/direction
 - Collaboration across the network
 - Long term planning
 - Access to resources
- Network participation in September 2015
 - 11% not engaged at all, 22% fully engaged
- Network participation in March 2016
 - 19% some engagement, 30% fully engaged (most members on the left side of the scale)
- CELC goal: function in a unified manner to engage the public in protecting coastal and marine ecosystems
 - Objectives:
 - Improve ocean and climate literacy among audiences
 - Increase participation in coastal and ocean conservation and stewardship activities
 - Foster audiences' relationship with community resilience (in line with NOAA)
 - Internal professional development
- 2016 educator workshop- Is the network valuable?
 - Yes, in large part to the federal connections
 - Working groups: community resilience, youth engagement
- Next steps:
 - Better engage CELC CEOs
 - Develop and implement Network activities in focus areas
 - Network activities for World Ocean Day and Capitol Hill Ocean Week
 - Re-engage federal partners,
 - Connect with NOAA programs
 - Existing: local sanctuaries, Sea Grant programs, OER teacher training workshops, Climate Stewards
 - Future: NWS, Fisheries, OCM, Marine Debris, Corals, Regional
 - Proposed ways for Ed Council to connect:
 - Present at monthly CELC educator meetings
 - Future workshop with CELC educators and NOAA
 - Direct connection of NOAA field staff to local CELC
- Paula: Are any Ed Council members engaged with the CELC Network?
 - Bruce: Climate Stewards have Climate Workshops at the Aquarium in Long Beach and in Aquarium of the Americas in New Orleans. The aquariums receive \$5000 to participate in this workshop, the aquarium plans the workshop, and brings in NOAA representatives. Sites are chosen if they have connections with NOAA and/or NOAA site nearby (Peg).

- Christos: We want to see if there are things members on the Ed Council would like to do with the network. It would be a good investment because there is such a large audience.
- Lisa H. (and Atiziri): We have relationships with some of the CELC members, but they are one on one because a lot of the species are local. So one of the challenges we would have is to make this a more broad effort. I would like to know how fisheries can be more involved with the network as a whole.
- Christos: We sit down with both groups and write down the top 5 goals of the program that we want to communicate to the public and if funding is available, then they can tailor exhibits to the goals we identify.
- Frank: There can be value there to have this next phase of NNOCCI be a joint effort between CELC, AZA, NOAA.
 - Jon: No formal partnerships, but some members have gone through the training and we would be open to making them more intentional.
- Peg: Climate Stewards can be done at locations in the CELC Network, because I am not sure if they know they are available.
- Louisa: Should we see if regional networks want to identify a CELC Ambassador and represent programs their offices are hosting.
 - Christos: Thinking of planning a meeting so CELC members can have deliberate connections with NOAA.
- Jon: NOAA Community Resilience webinar
- Kristin: Can we look at sites near EPP Partner institutions and students (undergrad and grad) can come present on their research?

1:55 P2D2 Working Group Report Out (*Informational*) - Frank Niepold, Peg Steffen, & Jon Lilley (10 min presentation/ 15 min discussion)

- Task 1: needs assessment
 - Education and outreach and PD opportunities for formal educators (NGSS and state standards are requiring a more substantive component)
 - Conversations with state/local science supervisors (CA, DC, MD, VA, WA, WV)
 - Identified key areas (that are needed immediately but hard to find): the use of real time data, three-dimensional learning, modeling, engineering, teaching science at the elementary
- Task 2: data call for NOAA products that meet one of more of the five criteria identified
 - 37 products submitted and reviewed by P2-D2 team
 - 18 products recommended for dissemination
 - Created special collection on education.noaa.gov
 - Developed promotional postcards for distribution (used at NSTA)
 - One aspect is to learn if the products are actually benefiting the teachers as described by those who analyze teachers
- Task 3: develop best practices
 - Hopefully can be done in the second year
- Next steps:
 - Ask CSSS for feedback

- Reconvene working group to determine future emphasis:
 - “distribute to selected stakeholders for incorporation into education activities”-tell those who submitted why they did not make it and what they can do to get into the next round
 - Efforts for informal and outreach
 - Recommendations for strengthening existing NOAA products (understand what the new framework means)
 - Professional development
- Christos: How can we position ourselves with no new money to address these needs?
 - Peg: Committee should have review panels to examine if the proposed materials meet the science standards. See PEEC rubric (similar to EQUIP) as a model to create our framework that can be used for recommendations to strengthen existing products
 - Louisa: North American Association for Environmental Education would be interested in having these products for their network

2:20 Break

2:35 Annual Accomplishments Report Process Update (*Decisional*) - Marissa Jones & John Baek (15 min presentation/ 25 min discussion)

- Survey results: how are council members using the report?
 - 9/10 used it
 - Briefed leadership
 - Shared with partners/stakeholders
 - Shared on social media or websites
 - Repurposed stories and numbers
 - Suggestions (document):
 - Stories available as individual pages: read-online/mobile friendly
 - Regional breakouts & representation
 - Visually display numbers
 - Pair with a social media campaign
 - Suggestions (process):
 - More user friendly Knack
 - Link to Strategic Plan
 - Word limit
 - Timing of collecting stories was difficult
 - Make selection process more transparent
- 40% increase in stories since FY13
- Proposed redesign and process:
 - Chapter (one per goal)
 - Progress statements on implementation plan actions
 - Program, goal, Implementation Plan Action, data, logic statement, **objective**
 - Data Team will draft progress statements

- Data Team will review with each Action point of contact
- Infographics
 - Data team draft infographics
 - Data Team will present to Council at Annual Review of Progress
- Synthesized stories (goal stories)
 - Drafted by Data Team based on Goal topics
 - Data Team will present to Council at Annual Review of Progress
 - Uses this “Listicle: Format (example: 5 ways that the NOAA Education Community is working together)
- 1-page (program) stories:
 - Council members submit stories based on Story Calendar
 - Office of Education posts stories online
- Council Story Calendar: there is flexibility
- Timeline: launch new website in CMS format in summer, Annual Review of Progress presentation to Council in Sept 16, FY16 Unified Data Call in Nov 16, FY16 Annual Accomplishments Report published in Jan 17
- Marissa: If you're in May and cannot do it, email me and everyone else wait so I can give you further instructions. We can also use the Goal Meetings as a way to get raw data as story materials. These stories from the Story Calendar will be added to the website and will track progress toward the Strategic Plan. We will do a revised schedule so that everyone is included in the annual report.

DECISION: Does anyone have a problem with this new approach?

NO. (APPROVED)

3:15 Web Advisory Committee Update (*Decisional*) - Marissa Jones (5 min presentation/ 5 min discussion)

- Members:
 - Bruce (NOS)
 - Claire Fackler (ONMS)
 - Dan Pisut (NESDIS)
 - Eric Hackerthorn (OAR)
 - Faith Borden (NWS)

DECISION : Does the Council approve these people?

YES

3:25 Updates and announcements

Lisa H.: Pacific NW NOAA Educators Sharing Meeting in March to discuss programs and where collaboration can happen. Kasey R. participated in Washington.....Orca Bowl was in February and Tsuanmi Bowl in March- good opportunity to reach out to high schoolers who live in remote locations interested in marine science. South Carolina

Paula: replaced vacancy with Debbie

Ron: Open House at Sterling, VA Forecast Office on April 30-May 1, 9-5 Sat, 12-5 Sun. Mike

Mogel summer camps, NWS Periscope project

Marissa: Will be updating student (K-12 and undergrad and grad), educator, and partner opportunities and will be sending out a google form. Need new images

Bruce: earthscientists site on NOS (peer reviewed). 350-360 educators attend workshop at NSTA. Partnering with NMS for webinar on Framing Climate Conversations with a focus on formal educators

Frank: release set of commitments under White House last week. Our Climate, Our Future being translated into Spanish. NAAEE Climate Sources Guide. Generational Call to Actions: Calling the Toughest Challenges (climate a target). Earth Day Network wants suggestions for big push for anniversary. Closed coordinated submission for AGU

Peg: Climate Game Jam at 9 sites, around water issues, middle school to college, 2 minute videos to submit in May. Climate Congress with youth, Jam at Shepherdstown. Molly Harrison kicking off workshop series at Aquarium of the Pacific.

Jessica: next Ed Council will be a Goal 5 meeting talking about process and progress

Kristin: EPP CSC applications closed in March, hoping to know in the fall. NOAA CREST Day at CUNY tomorrow.

Jon: Christos and I met with Beth Tekula and we are trying to arrange a visit to the National Aquarium.

Christos: ELG closed, 44/160 selected to be forwarded to review panelists, Panel Selection in May